

**18. HEARING AID OFFICE IMAGE  
AND  
STRATEGY FOR OPERATIONS**

**Nothing happens until a sale is made !**

**You must develop a strategy that will be pervasive throughout your staff. This is called your management objective and that means that YOU must know what you are doing !**

**You must be able to paint the big picture and make everyone understand what you are saying. You must be able to measure your resources objectively and evaluate your battle plan.**

**You must be able to get the office filled with prospect on an ongoing basis. If not, you have no staff, no relief or no supper! Getting the right kind of business in the door and keeping it there is not magic but strategy.**

**Your sales and business strategy is solidly based on sales volume and public opinion. (Or the changing of it thereof)**

**YOU MUST learn to set up your buying criteria to motivate the target marketed hearing impaired to have you as part of their top of mind awareness. Learn to disembowel the competitors through our, "Zero Sum Gain" methods.**

**Making you the only logical choice for hearing help is the objective.**

**Yes, this is a hugely important manuscript !  
Read it and call if you have questions!**

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**OR**

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